

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Nicholas Simons et al.      Examiner: Termanini, Samir  
Serial No.: 10/658,943      Group Art Unit: 2179  
Filed: September 10, 2003      Docket No.: 14917.1114US01/MS300314.01  
Title: System and Method for Processing Featured Content

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**AMENDMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated March 2, 2010, please reexamine and reconsider the application in view of the amendments and appended remarks.

**Amendments to the Claims** are reflected in the listing of claims in this paper.

**Remarks/Arguments** follow the amendment sections of this paper.